

Sponsorship Prospectus



*The Cradle
of Aviation*

*2005 Blue Angels Homecoming Air Show * Naval Air Station Pensacola FL*

Blue Angels Homecoming Air Show

November 10 - 12, 2005
Naval Air Station Pensacola, FL



The Homecoming Air Show provides the opportunity for the general public to enjoy a world class air show and visit Pensacola's "Cradle of Naval Aviation," home of the Blue Angel Flight Demonstration Team.

Historically, the Homecoming Air Show is one of Pensacola's largest two-day events, attracting over 200,000 to 250,000 spectators. Proceeds from the Air Show benefit the military and family member indirectly through the Quality of Life programs and services provided by the station's Morale, Welfare and Recreation (MWR) program, a nonprofit organization.

Sponsorship opportunities are available at varied price ranges offering corresponding degrees of benefits (e.g., Point-of-demonstration and/or resale booths, catered chalets, signage, banners, product sampling, product sales, etc.). Many of these sponsorship packages offer companies an opportunity to reward employees and entertain clients in catered chalets with front row, flight line viewing at the chalet. These packages are tailored to provide maximum exposure and visibility, while sponsoring companies receive recognition in an uncluttered venue and receive benefits commensurate with support level.

All proceeds from corporate sponsorship and concession sales go directly to Navy Morale, Welfare & Recreation programs. Sponsorship proceeds do not provide support for official military programs and activities, which are funded by tax dollars and cannot, by federal law, be privately funded. Sponsorship does not provide express or implied official endorsement of products or services, which is prohibited by federal law.

Corporate sponsorship opportunities enhance the spectator experience and few advertising media offer the sponsor such a low cost per exposure in such a dynamic and exciting atmosphere.

Sincerely,
Kathryn Holmes

Regional MWR Marketing, Events / Sponsorship Director
(850) 452- 6969/6185 or cell (850) 418-5172
email: kathryn.holmes@navy.mil

Morale, Welfare & Recreation



*Mission First...
Sailors Always*



Admiral's Club

Presenting Sponsor
\$35,000

- A private 20'x 40' flight line chalet with seating for 200 invited guests for Friday and Saturday; Includes reserved seating, and front row show line viewing, hors d'oeuvres, and beverages
- Fifty invitations to the Sponsor & Performers Ramp Party and Night Air Show on Thursday, November 10, from 6 - 8 pm at Sherman Field; Includes dinner, beverages, fireworks display and Russian Thunder Pyrotechnic Air Show
- Fifty Invitations to the Blue Angels Reception with hors d'oeuvres on Friday, November 11, at Mustin Beach Officers' Club, NAS Pensacola
- Full-page advertisement in the Official Air Show 2005 Program
- Prominent logo exposure on all air show publicity materials
- Private restroom facilities at air show



- Numerous advance and daily mentions by the air show announcers
- May tie-in to local merchants as appropriate (to be negotiated)
- Sponsor may "tag" sponsor-paid advertising to include "Presenting Sponsor of 2005 Blue Angels Homecoming Air Show"
- Ten air show souvenir golf shirts
- Permission to display temporary signs/banners in various locations around venue, chalet area and main entrance(s)
- One 16'x16' point of demonstration booth (optional)
- Two year contract for 2005 and 2006 air show and optional renewable contract for a third year at same price.
- Ride in Shockwave Jet Truck during one performance
- One ride with aerobatic pilot

American Firebird's Club

\$16,000

- "Presenting Sponsor" of the award-winning American Firebirds, a three-plane aerial act; includes two Extra 300's and a Russian Sukhoi; This team creates a one-of-a-kind air show performance that sets a new exciting high standard for the air show industry
- A private 20'x20' flight line chalet with seating for 75 guests on both Friday and Saturday; Includes hors d'oeuvres, beverages, reserved seating, and front row show line viewing
- Twelve invitations to the Sponsor & Performers Ramp Party and Night Air Show on Thursday, November 10, from 6 - 8 pm at Sherman Field; Includes dinner, beverages, fireworks display and Russian Thunder Pyrotechnic Air Show
- American Firebirds host "Meet & Greet" at your sponsor booth with air show fans after their daily performance
- American Firebirds personal appearance and autograph session at your venue Wednesday or Thursday prior to air show
- Twenty-five invitations to the Blue Angels Reception with hors d'oeuvres on Friday, November 11, from 4 - 6 pm at NAS Pensacola



- Numerous daily mentions over the air show public address system
- Acknowledgment of sponsorship of the award-winning American Firebirds in the Official Air Show 2005 Program
- Magnetic signage with your logo on the American Firebirds aircraft during the event
- Two dynamic plane rides with the American Firebirds after the air show
- American Firebirds lithograph, autographed to sponsor and matted, with deluxe frame
- American Firebirds souvenir memorabilia for sponsor includes: 20 logo caps, 8 deluxe logo caps and 20 T-shirts
- Permission to display temporary signs/banners in chalet area
- One 16'x16' sponsor's booth for demonstration of merchandise, distribution of literature, samples, etc.
- Private restroom facilities at air show

Commodore's Club

\$12,000

- A private 20'x20' flight line chalet with seating for 75 guests on both Friday and Saturday; includes hors d'oeuvres, beverages, reserved seating, and front row show line viewing at the chalet
- Twenty-five invitations to the Sponsor & Performers Ramp Party and Night Air Show on Thursday, November 10, from 6 - 8 pm at Sherman Field; Includes dinner, beverages, fireworks display and Russian Thunder Pyrotechnic Air Show
- Private restroom facilities at air show
- Twenty invitations to the Blue Angels Reception with hor d'oeuvres on Friday, November 11, from 4 - 6 pm at NAS Pensacola
- One-half page advertisement in the Official Air Show 2005 Program



- Numerous daily mentions over the air show public address system
- May tie-in to local merchants as appropriate (to be negotiated)
- Sponsor may "tag" sponsor-paid advertising to include "Sponsor of 2005 Blue Angels Homecoming Air Show"
- Permission to display temporary signs/banners in chalet area
- One 16'x16' point of demonstration booth (optional)



*Night
Air Show*

F-14 Tomcat Club

\$6,000



- A private 20'x20' flight line chalet with seating for 75 guests on both Friday and Saturday; includes hors d'oeuvres, beverages, reserved seating, and front row show line viewing at the chalet
- Twelve invitations to the Sponsor & Performers Ramp Party and Night Air Show on Thursday, November 10, from 6 - 8 pm at Sherman Field; Includes dinner, beverages, fireworks display and Russian Thunder Pyrotechnic Air Show



- Fifty invitations to the Blue Angels Reception with hors d'oeuvres on Friday, November 11, from 4 - 6 pm at NAS Pensacola
- One 16'x16' sponsor's booth for demonstration of merchandise, distribution of literature, samples, etc.
- Numerous daily mentions over the air show public address system
- Permission to display temporary signs/banners in chalet area
- Private restroom facilities at the air show

S-3 Viking Club

\$3,000

- Twenty-five tickets to the exclusive MWR Corporate Chalet on Friday and Saturday; includes hors d'oeuvres, beverages, reserved seating, and front row show line viewing at the chalet
- Private restroom facilities at the air show



- Twelve invitations to the Sponsor & Performers Ramp Party and Night Air Show on Thursday, November 10, from 6 - 8 pm at Sherman Field; Includes dinner, beverages, fireworks display and Russian Thunder Pyrotechnic Air Show
- Twenty-five invitations to the Blue Angels Reception with hors d'oeuvres on Friday, November 11, from 4 - 6 pm at NAS Pensacola

P-3 Orion Club

\$2,500

- Twelve tickets to the exclusive MWR Corporate Chalet on Friday and Saturday; includes hors d'oeuvres, beverages, reserved seating, and front row show line viewing at the chalet
- Private restroom facilities at the air show
- Four invitations to the Sponsor & Performers Ramp Party and Night Air Show on Thursday, November 10, from 6 - 8 pm at Sherman Field; Includes dinner, beverages, fireworks display and Russian Thunder Pyrotechnic Air Show
- Twelve invitations to the Blue Angels Reception with hors d'oeuvres on Friday, November 11, from 4 - 6 pm at NAS Pensacola



- One 16'x16' sponsor's booth for demonstration of merchandise, distribution of literature, samples, etc.
- The right to display reasonable signage within the confines of the booth area, such as over a table or above the tent that is part of the booth

Naval Aviator Club

\$2,000

- One 16'x16' booth (provided by air show) for demonstration of merchandise, distribution of literature, distribution of samples, etc.
- All merchandise and samples must be approved in advance as certain categories of goods, including certain foods and beverages, are not permitted



- The right to display reasonable signage within the confines of the booth area, such as over a table or above the tent that is part of the booth



F/A 18 Ace Club

\$1,000

- Ten tickets to the exclusive MWR Corporate Chalet for either Friday or Saturday; includes hors d'oeuvres, beverages, reserved seating, and front row show line viewing at the chalet
- Private restroom facilities at the air show
- Six invitations to the Sponsor & Performers Ramp Party and Night Air Show on Thursday, November 10, from 6 - 8 pm at Sherman Field; Includes dinner, beverages, fireworks display and Russian Thunder Pyrotechnic Air Show



- Ten invitations to the Blue Angels Reception with hors d'oeuvres on Friday, November 11, from 4 - 6 pm at NAS Pensacola
- Numerous daily mentions of your community support by the air show announcers



Corporate Family Day Package

\$500

- Eight tickets to the exclusive MWR Corporate Chalet for either Friday or Saturday; includes hors d'oeuvres, beverages, reserved seating, and front row show line viewing at the chalet
- Private restroom facilities at the air show



- Eight invitations to the Blue Angels Reception with hors d'oeuvres on Friday, November 11, from 4 - 6 pm at NAS Pensacola



Performer Party Package

\$500

- Six invitations to the Sponsor & Performers Ramp Party and Night Air Show on Thursday, November 10, from 6 - 8 pm at Sherman Field; Includes dinner, beverages, fireworks display and Russian Thunder Pyrotechnic Air Show

- Twelve invitations to the Blue Angels Reception with hors d'oeuvres on Friday, November 11, from 4 - 6 pm at NAS Pensacola



Air Show Community Sponsor

\$300

- Reserved bleacher seating for 45 guests
- Sponsor's banner displayed on site
- Forty-five invitations to the Blue Angels Reception with hors d'oeuvres on Friday, November 11, from 4 - 6 pm at NAS Pensacola



- Numerous daily mentions of your community support by the air show announcers





Minimum Sponsorship

\$150

- Two invitations to the Sponsor & Performers Ramp Party and Night Air Show on Thursday, November 10, from 6 - 8 pm at Sherman Field; Includes dinner, beverages, fireworks display and Russian Thunder Pyrotechnic Air Show.

- Reserved bleacher seating for six on either November 11 or 12.
- Six Invitations to the Blue Angels Reception with hors d'oeuvres on Friday, November 11, from 4 - 6 pm at NAS Pensacola





Night Air Show Pyrotechnic Fireworks Sponsorship

\$5,100

- Private restroom facilities at the air show
- Twenty-five tickets to the exclusive MWR Corporate Chalet on Friday and Saturday; includes hors d'oeuvres, beverages, reserved seating and front row show line viewing at the chalet
- Banners displayed at Night Air Show recognizing organization's sponsorship of the fireworks demonstration
- Fifty Invitations to the Blue Angels Reception with hors d'oeuvres on Friday, November 11, from 4 - 6 pm at NAS Pensacola
- Permission to display temporary signs/banners at event site on Thursday, Friday and Saturday

- Fifty invitations to the Sponsor & Performers Ramp Party and Night Air Show on Thursday, November 10, from 6 - 8 pm at Sherman Field; Includes dinner, beverages, fireworks display and Russian Thunder Pyrotechnic Air Show.
- Numerous daily mentions on the Air Show public address system
- Vendor Booth (16 x 16) for demonstration of merchandise, distribution of literature, distribution of samples, etc. (Optional) for Friday and Saturday.



About Air Shows

How Many People Attend Air Shows?

Based on the information ICAS has gathered through our Event Organizer Survey, we estimate that between 15 million and 18 million spectators attend air shows throughout North America each year.

Who Typically Attends Air Shows?

Air shows draw large numbers of demographically attractive spectators - a well-educated, affluent group of men, women and children of all ages. More than 70 percent of the audience at an air show has had some college education. Three quarters report household income of \$35,000 or more. The average spectator is just under 39 years of age, but more than 53 percent of spectators are between 30 and 50.



Are Air Shows Safe?

Air shows offer a consistently and historically safe environment for millions of spectators each year. Since current rules were implemented nearly 50 years ago, there has not been a single spectator fatality at a North American show - an enviable safety record for any business. For additional demographic information on air shows, please email sponsorship@airshows.org

Area Demographics

NAS Pensacola is home for the Navy's Flight Demonstration Team, The Blue Angels. Each November, the Blue Angels Homecoming Air Show attracts over 200,000 enthusiasts over the two day event.

The four counties below represent an approximately 100-mile radius along the western portion of the Florida panhandle and eastern portion of lower Alabama. The data is derived from the 2000 U. S. Census Bureau.

Average Income \$37,768
Population

- Escambia County, FL 293,205
- Santa Rosa County, FL 123,101
- Baldwin County, AL 145,799
- Mobile County, AL 399,773

Total 961,878



The military contribution in the greater Pensacola area represents not only the largest boost to the local economy (\$2.1 billion annually), but is also a major source of volunteerism and community involvement.

- Military Personnel (active duty) approximately 40,000
- Military Retirees 35,000

Climate Conditions

Early November Average Temp 63 degrees
Sunshine Average 345 days



ICAS Air Show Attendee Survey

Age Profile

- Male - 56%
- Female - 44%
- Under Age 25 - 14%
- Age 25 to 34 - 24%
- Age 35 to 49 - 29%
- Age 50 & Up - 20%

Education Profile

- Some High School - 7.6%
- High School Graduate - 22%
- Some College - 35.9%
- College Graduate - 23.6%
- Post Graduate - 10.9%

Marital Status

- Married - 59%
- Single - 26%
- Divorced - 12%
- Widowed - 3%

Income Profile

- Less than \$18,000 - 9%
- \$18,000 to \$24,999 - 8%
- \$25,000 to \$34,999 - 13%
- \$35,000 to \$49,999 - 20%
- \$50,000 to \$74,999 - 19%
- \$75,000 to \$100,000 - 7%
- Over \$100,000 - 4%

Other Highlights

- 72% own home computer
- 61% use e-mail and the Internet



Demographic Comparison Air Show vs. NAS JRBCAR

% of Males	56%	61%
% of Females	44%	39%
% Ages 30 to 49	54%	49%
% Married	59%	64%
% Annual Household Income Greater than \$50,000	53%	36%
% Holding Undergrad Or Post Graduate Degrees	35%	22%
% Computer Owners	71%	N/A
% Use the Internet	61%	53%

